

Model Question Paper -1 with effect from 2020-21(CBCS Scheme)

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Fifth Semester B.E. Degree Examination Technological Innovation Management and Entrepreneurship

TIME: 03 Hours

Max. Marks: 100

- Note: 01. Answer any **FIVE** full questions, choosing at least **ONE** question from each **MODULE**.
02.
03.

Module – 1			
Q.1	(a)	Define Management. Explain the various functions of Management.	8
	(b)	Describe the managerial skills required at various levels of Management.	5
	(c)	Distinguish between Management and Administration.	7
OR			
Q.2	(a)	Explain the various steps involved in Planning.	8
	(b)	Explain all the steps in rational Decision making with a neat diagram.	8
	(c)	Bring out the differences between Policies and Procedures.	4
Module – 2			
Q.3	(a)	Define Organization. Briefly explain the principles of Organizing.	10
	(b)	What is Recruitment? Explain the steps in the Selection process.	10
OR			
Q.4	(a)	With the help a diagram explain Maslow's need hierarchy theory with examples.	8
	(b)	What are the differences between Manager and Leader?	3
	(c)	Discuss Autocratic, Democratic and Free- rein Leadership styles.	9
Module – 3			
Q.5	(a)	Explain the different views on Social responsibility of business.	8

	(b)	What is Social Audit? What are its benefits and limitations?	7
	(c)	What is Corporate Governance? List the benefits of good Corporate Governance?	5
OR			
Q.6	(a)	Define Entrepreneurship. Explain the functions of an Entrepreneur.	8
	(b)	Explain Entrepreneurial development cycle.	7
	(c)	List the problems faced by Entrepreneurs.	5
Module – 4			
Q.7	(a)	Define Family business. Explain the characteristics of a family owned business in India.	8
	(b)	What are the various types of family businesses? Explain.	4
	(c)	Briefly explain the importance of the family business. Also discuss the contributions made by Indian family businesses with examples.	8
OR			
Q.8	(a)	Describe various methods that can be used for Generating business Ideas.	8
	(b)	How to Identify a Business Opportunity? Explain.	6
	(c)	Briefly explain Project feasibility analysis.	6
Module – 5			
Q.9	(a)	What is Business plan? What are the reasons for preparing a business plan?	7
	(b)	Why do some Business Plans fail? Explain.	5
	(c)	Explain role of following in financing a Business i) Venture Capital ii) Angel Investing	8
OR			
Q.10	(a)	Explain the importance of Network Analysis in Project Design and execution.	8
	(b)	Discuss the steps in PERT network analysis technique. What are its advantages and limitations?	8
	(c)	List differences between PERT and CPM	4

Table showing the Bloom's Taxonomy Level, Course Outcome and Programme Outcome				
Question		Bloom's Taxonomy Level attached	Course Outcome	Programme Outcome
Q.1	(a)	L1,L2	CO1,CO2	
	(b)	L1,L2	CO1	
	(c)	L1	CO1	
Q.2	(a)	L1,L2	CO2	
	(b)	L1,L2	CO2	
	(c)	L1	CO2	
Q.3	(a)	L1,L2	CO2	
	(b)	L1,L2	CO2	
Q.4	(a)	L1,L2	CO2	
	(b)	L1	CO2	
	(c)	L1,L2	CO2	
Q.5	(a)	L2	CO2	
	(b)	L1	CO2	
	(c)	L1	CO2	
Q.6	(a)	L1,L2	CO2	
	(b)	L2	CO2	
	(c)	L1	CO2	
Q.7	(a)	L1,L2	CO3	
	(b)	L2	CO3	
	(c)	L1,L2,L3	CO3	
Q.8	(a)	L1,L2	CO3	
	(b)	L1,L2	CO3	
	(c)	L2	CO3	
Q.9	(a)	L1	CO3	
	(b)	L1,L2	CO3	
	(c)	L2	CO3	
Q.10	(a)	L2	CO4	
	(b)	L1,L2	CO4	
	(c)	L1	CO4	
Bloom's Taxonomy Levels	Lower order thinking skills			
	Remembering(knowledge): <i>L</i> ₁	Understanding Comprehension): <i>L</i> ₂	Applying (Application): <i>L</i> ₃	
	Higher order thinking skills			
	Analyzing (Analysis): <i>L</i> ₄	Valuating (Evaluation): <i>L</i> ₅	Creating (Synthesis): <i>L</i> ₆	

